BOARD OF DIRECTORS MEETING

IVY NETWORK CORPORATION

OCTOBER 3, 1964

The Board of Director's Meeting was called to order at 10:25 o'clock, A.M., by President John Catlett. All stations were present. There were no minutes of a previous meeting available.

President Catlett discussed the program "Election Countdown" and expressed disappointment in that the stations, with the exception of Dartmouth, failed to cooperate and to make this program as impressive as it might have been. President Catlett noted that the stations did not send in their taped material as requested to do so, and urged then to please do so immediately so the Dartmouth producers won't have to work with no material at all. Two tapes were presented to Mr. John Sullivan at the beginning of the meeting.

President Catlett then discussed in detail what would take place on Election Night from Radio City Music Hall in New York City as far as the Ivy Broadcasting Corporation is concerned. It was also pointed out that many stations outside the Ivy Network will also carry the program from Radio City and will pay the Network $20.00 for a production fee. They also will pay their own line charges to the nearest Ivy Station to hook into the service. The money received from this will be distributed to the stations at the end of the year.

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President Catlett informed the members of the Board that the studio facilities were in Radio City for the Election Night Program and also discussed what equipment and engineers would be necessary in order to put the program on the air. And, it was noted that any equipment that was needed and not made available by the stations would have to be rented at a cost to the Network. It was also announced that there would be two anchor men on this program to announce returns and introduce analysts who will read script material that is written by Ivy Network writers. There will be no television monitors in the studio.

Scott Robb, General Manager, announced that Western Electric has been contracted for this Election Night Program. Paul Baxter, it was announced, will be the Chief Engineer of this program. Paul is from Yale, WBC.

President Catlett announced that the contract with Western Electric for "Election Countdown" is a flat $8,000. General Manager Robb announced also that if the program on Election Night goes past 12 O'clock each station will be paid an additional sum for the time spent.

President Catlett told of the summer office in New York City and the operation of which was inexpensive. He noted that this office was less expensive than last year.

On the question from Dick Dunham, WHRB, of Harvard, General Manager Robb informed the Board that the two engin-

President Catlett informed the members of the Board that the studio facilities were in Radio City for the Electra Night Program and also discussed what equipment and engineers would be necessary in order to put the program on the air. And, it was noted that any equipment that was needed and not made available by the station would have to be rented at a cost to the Network. It was also announced that there would be two another man on this program to announce returns and introduce artists who will read script material that is written by Ivy Network writers. There will be no television monitors in the studio.

Scott Hobb, General Manager, announced that Western Electric has been contracted for this Electra Night Program. Paul Baxter, it was announced, will be the Chief Engineer of this program. Paul is from Yale, NBC.

President Catlett announced that the contract with Western Electric for "Electra Questions" is a flat $8,000. General Manager Hobb announced also that if the program on Electra Night does past 12 O'clock each station will be paid an additional sum for the time spent.

President Catlett told of the finance office in New York City and the operation of which was inexpensive. He noted that this office was less expensive than last year.

On the question from Dick Dunlap, WEEI, of Harvard, General Manager Hobb informed the Board that the two engin-

eers at the Election Program need not be Union.

Dick Dunham of Harvard outlined the plan that Harvard is going to use in this Election Program in the Boston Area. He said that Harvard was working with other stations in a pool coverage from Washington, having remote equipment set up at the Republican and Democratic Headquartdrs in Washington, He also noted that Harvard is working on gaining accreditation at the Nation's Headquarters. There was a brief discussion by the members as to the different problems encountered in such a program.

The report of the Business Manager was given by William Gottschalk . Business Manager Gottschalk told the stations that a portion of their funds was being withheld and that they would receive it in a short time. The reason for this was that Coke was holding back approximately $2,000, and would be sending it in shortly. It was also pointed out that contract for the year total $59,700 at this point, as compared with last year's figure of $24,000. Business Manager Gottschalk then read the Ivy Network Estimated Budget of 1 July 1964 to 30 June 1965. The new contract of Mc Cann-Marschalk, Inc., known as the "Tangle" contract. The importance of this new contract was stressed by the Business Manager. Different problems that might be encountered in fulfilling this contract were discussed.

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The report of the General Manager was given by Scott Robb. The sports package was discussed in detail by the General Manager. The contract with Newsweek was also discussed, and the importance of this contract was gone into and stressed by the General Manager. Mr. Robb also discussed "Guest" package with members of the Board.

Business Manager Gottschalk pointed out that the contract with Budweiser is not a matter of course. It was emphasized that Budweiser is expecting a Renewal Report better than the one they received last year.

The report of John Sullivan, Director of Sales, was given. Various methods of promoting the different contracts was urged by the Director of Sales.

Business Manager Gottschalk informed the stations that if they didn't uphold their end of the contracts the Network would not uphold its end and make payment. In order to obtain payment, Gottschalk said, there must be cooperation by the stations in fulfilling the contracts.

An invitation was extended to all present by Henry Beeton, Jr., of Yale, WYBC, to visit the new facilities of WYBC immediately after the meeting.

Less Blatt of WBNU made a motion to adjourn, which was seconded by Randy Chastein of WPRB, and the meeting adjourned at 12:25 o'clock, P.M.

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